

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22

Flight Dates	Order #	Alt Order #
10/16/12 - 11/06/12	583475	09844853

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/18/12	10/19/12	M-F 9-10a	9-10a	---TF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Th 10/18/12 9:08 AM M-F 9-10a 9-10a :30 DSTV012701DMM \$200.00 NM 3 4 Th 10/18/12 9:30 AM M-F 9-10a 9-10a :30 DSTV012701DMM \$200.00 NM 1 4 F 10/19/12 9:14 AM M-F 9-10a 9-10a :30 DSTV012701DMM \$200.00 NM 4 4 F 10/19/12 9:38 AM M-F 9-10a 9-10a :30 DSTV012701DMM \$200.00 NM									
2	10/18/12	10/19/12	M-F 10-11a	10-11a	---TF--	:30	4	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Th 10/18/12 10:42 AM M-F 10-11a 10-11a :30 DSTV012701DMM \$100.00 NM 3 4 Th 10/18/12 10:52 AM M-F 10-11a 10-11a :30 DSTV012701DMM \$100.00 NM 4 4 F 10/19/12 10:37 AM M-F 10-11a 10-11a :30 DSTV012701DMM \$100.00 NM 1 4 F 10/19/12 10:58 AM M-F 10-11a 10-11a :30 DSTV012701DMM \$100.00 NM									
3	10/18/12	10/19/12	M-F 11a-12p	11a-12p	---TF--	:30	4	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Th 10/18/12 11:29 AM M-F 11a-12p 11a-12p :30 DSTV012701DMM \$100.00 NM 1 4 Th 10/18/12 11:59 AM M-F 11a-12p 11a-12p :30 DSTV012701DMM \$100.00 NM 3 4 F 10/19/12 11:27 AM M-F 11a-12p 11a-12p :30 DSTV012701DMM \$100.00 NM 4 4 F 10/19/12 11:50 AM M-F 11a-12p 11a-12p :30 DSTV012701DMM \$100.00 NM									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/18/12	10/19/12	M-F 12-1p	12-1p	---TF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 Th 10/18/12 12:22 PM M-F 12-1p 12-1p :30 DSTV012701DMM \$200.00 NM 2 4 Th 10/18/12 12:44 PM M-F 12-1p 12-1p :30 DSTV012701DMM \$200.00 NM 1 4 F 10/19/12 12:29 PM M-F 12-1p 12-1p :30 DSTV012701DMM \$200.00 NM 4 4 F 10/19/12 12:52 PM M-F 12-1p 12-1p :30 DSTV012701DMM \$200.00 NM									
5	10/18/12	10/19/12	M-F 3-4p	3-4p	---TF--	:30	4	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 4 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 4 Th 10/18/12 3:08 PM M-F 3-4p 3-4p :30 DSTV012701DMM \$100.00 NM 2 4 Th 10/18/12 3:26 PM M-F 3-4p 3-4p :30 DSTV012701DMM \$100.00 NM 3 4 Th 10/18/12 3:48 PM M-F 3-4p 3-4p :30 DSTV012701DMM \$100.00 NM 1 4 Th 10/18/12 3:59 PM M-F 3-4p 3-4p :30 DSTV012701DMM \$100.00 NM									
6	10/18/12	10/19/12	M-F 4-5p	4-5p	---TF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Th 10/18/12 4:19 PM M-F 4-5p 4-5p :30 DSTV012701DMM \$250.00 NM 1 4 Th 10/18/12 4:49 PM M-F 4-5p 4-5p :30 DSTV012701DMM \$250.00 NM 3 4 F 10/19/12 4:19 PM M-F 4-5p 4-5p :30 DSTV012701DMM \$250.00 NM 4 4 F 10/19/12 4:39 PM M-F 4-5p 4-5p :30 DSTV012701DMM \$250.00 NM									
7	10/18/12	10/19/12	M-F 5-530a	5-530a	---TF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 Th 10/18/12 5:06 AM M-F 5-530a 5-530a :30 DSTV012701DMM \$200.00 NM 1 4 Th 10/18/12 5:24 AM M-F 5-530a 5-530a :30 DSTV012701DMM \$200.00 NM 4 4 F 10/19/12 5:06 AM M-F 5-530a 5-530a :30 DSTV012701DMM \$200.00 NM 2 4 F 10/19/12 5:24 AM M-F 5-530a 5-530a :30 DSTV012701DMM \$200.00 NM									
8	10/18/12	10/19/12	M-F 530-6a	530-6a	---TF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 Th 10/18/12 M-F 530-6a 530-6a :00 <del>\$200.00</del> NM Credited 2 4 Th 10/18/12 5:53 AM M-F 530-6a 530-6a :30 DSTV012701DMM \$200.00 NM 1 4 F 10/19/12 M-F 530-6a 530-6a :00 <del>\$200.00</del> NM Credited 4 4 F 10/19/12 5:38 AM M-F 530-6a 530-6a :30 DSTV012701DMM \$200.00 NM									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/18/12	10/19/12	M-F 7-9a	7-9a	---TF--	:30	4	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/18/12 7:38 AM M-F 7-9a 7-9a :30 DSTV012701DMM \$375.00 NM 2 4 Th 10/18/12 8:31 AM M-F 7-9a 7-9a :30 DSTV012701DMM \$375.00 NM 3 4 F 10/19/12 7:14 AM M-F 7-9a 7-9a :30 DSTV012701DMM \$375.00 NM 4 4 F 10/19/12 8:23 AM M-F 7-9a 7-9a :30 DSTV012701DMM \$375.00 NM									
10	10/20/12	10/20/12	Sa 7-9a	Sa 7-9a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/20/12 8:43 AM Sa 7-9a Sa 7-9a :30 DSTV012701DMM \$300.00 NM									
11	10/21/12	10/21/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 10/21/12 8:16 AM Su 7-9a Su 7-9a :30 DSTV012701DMM \$200.00 NM									
12	10/18/12	10/19/12	530-6p	530-6p	---TF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 Th 10/18/12 530-6p 530-6p :00 <del>\$400.00</del> NM Credited 2 4 Th 10/18/12 5:38 PM 530-6p 530-6p :30 DSTV012701DMM \$400.00 NM 1 4 F 10/19/12 5:38 PM 530-6p 530-6p :30 DSTV012701DMM \$400.00 NM 4 4 F 10/19/12 5:52 PM 530-6p 530-6p :30 DSTV012701DMM \$400.00 NM									
13	10/18/12	10/19/12	M-F 6-630p	6-630p	---TF--	:30	4	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 4 \$540.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 Th 10/18/12 M-F 6-630p 6-630p :00 <del>\$540.00</del> NM Credited 2 4 Th 10/18/12 6:22 PM M-F 6-630p 6-630p :30 DSTV012701DMM \$540.00 NM 1 4 F 10/19/12 M-F 6-630p 6-630p :00 <del>\$540.00</del> NM Credited 4 4 F 10/19/12 6:08 PM M-F 6-630p 6-630p :30 DSTV012701DMM \$540.00 NM									
15	10/20/12	10/20/12	Sa 1030-1130p	1030-1130p	-----S-	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/20/12 11:20 PM Sa 1030-1130p 1030-1130p :30 DSTV012701DMM \$100.00 NM									

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583475-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov		SPENCE 4 MO GOV	C16C22

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/18/12	10/19/12	930-10p	930-10p	---TF--	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/18/12 11:04 PM 930-10p 930-10p :30 DSTV012701DMM \$800.00 NM									
2 4 F 10/19/12 10:31 PM 930-10p 930-10p :30 DSTV012701DMM \$800.00 NM									
18	10/18/12	10/19/12	M-F 1030-1102p	1030-1102p	---TF--	:30	8	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 8 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
4 4 Th 10/18/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Credited									
6 4 Th 10/18/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Credited									
2 4 Th 10/18/12 11:34 PM M-F 1030-1102p 1030-1102p :30 DSTV012701DMM \$400.00 NM									
5 4 Th 10/18/12 11:57 PM M-F 1030-1102p 1030-1102p :30 DSTV012701DMM \$400.00 NM									
3 4 F 10/19/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Credited									
7 4 F 10/19/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Credited									
8 4 F 10/19/12 11:30 PM M-F 1030-1102p 1030-1102p :30 DSTV012701DMM \$400.00 NM									
1 4 F 10/19/12 11:48 PM M-F 1030-1102p 1030-1102p :30 DSTV012701DMM \$400.00 NM									
19	10/21/12	10/21/12	Su 10-1030p	10-1030p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Su 10/21/12 10:51 PM Su 10-1030p 10-1030p :30 DSTV012701DMM \$800.00 NM									
20	10/21/12	10/21/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Su 10/21/12 11:08 PM Su 1030-1102p 1030-1102p :30 DSTV012701DMM \$400.00 NM									
22	10/18/12	10/18/12	MLB Championship Serie3p-CC		---T---	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 Th 10/18/12 8:26 PM MLB Championship Series 3p-CC :30 DSTV012701DMM \$2,200.00 NM									

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Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/18/12	10/19/12	M-F 6-7a	6-7a	---TF--	:30	2	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	2	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	Th	10/18/12	6:39 AM	M-F 6-7a	6-7a	:30	DSTV012701DMM	\$400.00	NM
1 4	F	10/19/12	6:55 AM	M-F 6-7a	6-7a	:30	DSTV012701DMM	\$400.00	NM
24	10/22/12	10/22/12	M-F 9-10a	9-10a	M-----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	9:58 AM	M-F 9-10a	9-10a	:30	DSTV012701DMM	\$200.00	NM
25	10/22/12	10/22/12	M-F 10-11a	10-11a	M-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	10:50 AM	M-F 10-11a	10-11a	:30	DSTV012701DMM	\$100.00	NM
26	10/22/12	10/22/12	M-F 11a-12p	11a-12p	M-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	11:45 AM	M-F 11a-12p	11a-12p	:30	DSTV012701DMM	\$100.00	NM
27	10/22/12	10/22/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	12:53 PM	M-F 12-1p	12-1p	:30	DSTV012701DMM	\$200.00	NM
28	10/22/12	10/22/12	M-F 3-4p	3-4p	M-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	3:23 PM	M-F 3-4p	3-4p	:30	DSTV012701DMM	\$100.00	NM
29	10/22/12	10/22/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	4:38 PM	M-F 4-5p	4-5p	:30	DSTV012701DMM	\$250.00	NM
30	10/22/12	10/22/12	M-F 5-530a	5-530a	M-----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	5:21 AM	M-F 5-530a	5-530a	:30	DSTV012701DMM	\$200.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	10/22/12	10/22/12	M-F 530-6a	530-6a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 5:42 AM M-F 530-6a 530-6a :30 DSTV012701DMM \$200.00 NM									
32	10/22/12	10/22/12	M-F 7-9a	7-9a	M-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 8:51 AM M-F 7-9a 7-9a :30 DSTV012701DMM \$375.00 NM									
33	10/22/12	10/22/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 5:27 PM 530-6p 530-6p :30 DSTV012701DMM \$400.00 NM									
34	10/22/12	10/22/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$540.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 6:09 PM M-F 6-630p 6-630p :30 DSTV012701DMM \$540.00 NM									
35	10/22/12	10/22/12	M-F 1030-1102p	1030-1102p	M-----	:30	2	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 2 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Unresolved 2 4 M 10/22/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Unresolved									
36	10/22/12	10/22/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/22/12 6:29 PM M-F 630-7p 630-7p :30 DSTV012701DMM \$2,200.00 NM									
37	10/18/12	10/18/12	MLB Championship Serie 3p-CC		---T---	:30	1	\$2,200.00	NM
LINE 41 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/18/12 10:32 PM MLB Championship Series 3p-CC :30 DSTV012701DMM \$2,200.00 NM									
38	10/19/12	10/19/12	MLB Championship Serie 3p-CC		----F--	:30	3	\$2,200.00	NM
LINE 42 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 3 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 F 10/19/12 6:29 PM MLB Championship Series 3p-CC :30 DSTV012701DMM <del>\$2,200.00</del> NM 1 4 F 10/19/12 8:37 PM MLB Championship Series 3p-CC :30 DSTV012701DMM \$2,200.00 NM 3 4 F 10/19/12 10:16 PM MLB Championship Series 3p-CC :30 DSTV012701DMM \$2,200.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
39 LINE 43	10/19/12	10/19/12	M-F 10-1030p	10-1030p	----F--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	11:09 PM	M-F 10-1030p	10-1030p	:30	DSTV012701DMM	\$800.00	NM
*									
40 LINE 44	10/22/12	10/22/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	11:50 PM	M-F 10-1030p	10-1030p	:30	DSTV012701DMM	\$800.00	NM
*									
41 LINE 37	10/18/12	10/19/12	M-F 1102p-1132p	M-F 1102p-1132p	---TF--	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$125.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	12:09 AM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV012701DMM	\$125.00	NM
*									
42 LINE 38	10/18/12	10/19/12	930-10p	930-10p	---TF--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/18/12	10:48 PM	930-10p	930-10p	:30	DSTV012701DMM	\$800.00	NM
*									
43 LINE 39	10/18/12	10/19/12	M-F 10-1030p	10-1030p	---TF--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/18/12	11:21 PM	M-F 10-1030p	10-1030p	:30	DSTV012701DMM	\$800.00	NM
*									
44 LINE 40	10/18/12	10/19/12	M-F 1030-1102p	1030-1102p	---TF--	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	11:37 PM	M-F 1030-1102p	1030-1102p	:30	DSTV012701DMM	\$400.00	NM
*									
45 LINE 45	10/20/12	10/20/12	Sa 10-1030p	10-1030p	-----S-	:30	1	\$0.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$0.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	10/20/12	10:24 PM	Sa 10-1030p	10-1030p	:30	DSTV012701DMM	\$0.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
46	10/18/12	10/19/12	M-F 1132p-1202a	M-F 1132p-1202a	---TF--	:30	1	\$0.00	NM
LINE 46									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$0.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	12:51 AM	M-F 1132p-1202a	M-F 1132p-1202a	:30	DSTV012701DMM	\$0.00	NM
*									
47	10/18/12	10/19/12	M-F 1202m-1232a	1202-1232a	---TF--	:30	1	\$0.00	NM
LINE 47									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	---TF--	1	\$0.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	1:19 AM	M-F 1202m-1232a	1202-1232a	:30	DSTV012701DMM	\$0.00	NM
*									
48	10/19/12	10/19/12	MLB Championship Serie 3p-CC		----F--	:30	1	\$2,200.00	NM
In 48									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	----F--	1	\$2,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/19/12	9:05 PM	MLB Championship Series	3p-CC	:30	DSTV012701DMM	\$2,200.00	NM
49	10/20/12	10/20/12	College Home Team	Various	-----S-	:30	1	\$1,000.00	NM
In 49									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	10/20/12	9:11 PM	College Home Team	Various	:30	DSTV012701DMM	\$1,000.00	NM
50	10/22/12	10/22/12	M-F 1102p-1132p	M-F 1102p-1132p	M-----	:30	1	\$250.00	NM
LINE 50									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	M-----	1	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/22/12	12:28 AM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV012701DMM	\$250.00	NM
*									

Total Spots 81 Gross Total \$37,620.00

## Payment Terms 30 Days

Agency Commission \$5,643.00

Net Amount Due \$31,977.00



## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
577097-2	10/14/12	October 2012	10/01/12 - 10/01/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	925C01

Billing Address.

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	577097	09825286

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046	SPEN	ORDR

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/01/12	10/01/12	M-F 4-5p	4-5p	M-----	:30	1	\$450.00	NM
In 14									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$450.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/01/12	4:13 PM	M-F 4-5p	4-5p	:30	DSTV092601DMM	\$450.00	NM
17	10/01/12	10/01/12	M-F 6-7a	6-7a	M-----	:30	1	\$600.00	NM
In 19									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/01/12	5:59 AM	M-F 6-7a	6-7a	:30	DSTV092601DMM	\$600.00	NM
22	10/01/12	10/01/12	M-F 7-9a	7-9a	M-----	:30	1	\$600.00	NM
In 24									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	M-----	1	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/01/12	8:35 AM	M-F 7-9a	7-9a	:30	DSTV092601DMM	\$600.00	NM

**Total Spots** 3 **Gross Total** \$1,650.00

## Payment Terms 30 Days

**Agency Commission** \$247.50  
**Net Amount Due** \$1,402.50

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585878-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C25C26

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
10/25/12 - 10/26/12	585878	09851564

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code
1046	SPEN	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/25/12	10/25/12	M-F 9-10a	9-10a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/25/12 9:49 AM M-F 9-10a 9-10a :30 DSTV102301DMM \$200.00 NM									
2	10/26/12	10/26/12	M-F 9-10a	9-10a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 9:26 AM M-F 9-10a 9-10a :30 DSTV102301DMM \$200.00 NM									
3	10/25/12	10/25/12	M-F 12-1p	12-1p	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/25/12 12:23 PM M-F 12-1p 12-1p :30 DSTV102301DMM \$200.00 NM									
4	10/26/12	10/26/12	M-F 12-1p	12-1p	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 12:08 PM M-F 12-1p 12-1p :30 DSTV102301DMM \$200.00 NM									
5	10/26/12	10/26/12	M-F 4-5p	4-5p	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 4:25 PM M-F 4-5p 4-5p :30 DSTV102301DMM \$250.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585878-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C25C26	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/26/12	10/26/12	M-F 5-530a	5-530a	----F--	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	5:24 AM	M-F 5-530a	5-530a	:30	DSTV102301DMM	\$200.00	NM
7	10/25/12	10/25/12	M-F 530-6a	530-6a	---T---	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	5:39 AM	M-F 530-6a	530-6a	:30	DSTV102301DMM	\$200.00	NM
8	10/26/12	10/26/12	M-F 7-9a	7-9a	----F--	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$375.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	7:26 AM	M-F 7-9a	7-9a	:30	DSTV102301DMM	\$375.00	NM
9	10/25/12	10/25/12	530-6p	530-6p	---T---	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	5:51 PM	530-6p	530-6p	:30	DSTV102301DMM	\$400.00	NM
10	10/25/12	10/25/12	M-F 6-630p	6-630p	---T---	:30	1	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	6:21 PM	M-F 6-630p	6-630p	:30	DSTV102301DMM	\$540.00	NM
11	10/26/12	10/26/12	9-930p	9-930p	----F--	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	9:08 PM	9-930p	9-930p	:30	DSTV102301DMM	\$800.00	NM
12	10/25/12	10/25/12	M-F 1030-1102p	1030-1102p	---T---	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	---T---	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/25/12	11:53 PM	M-F 1030-1102p	1030-1102p	:30	DSTV102301DMM	\$400.00	NM
13	10/26/12	10/26/12	M-F 630-7p	630-7p	----F--	:30	1	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	----F--	1	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/26/12	6:48 PM	M-F 630-7p	630-7p	:30	DSTV102301DMM	\$2,200.00	NM

Total Spots 13 Gross Total \$6,165.00

## INVOICE



Send Payment To:

WDAF  
3600 Solutions Center  
Chicago, IL 60677-3006

Invoice #	Invoice Date	Invoice Month	Invoice Period
585878-1	10/28/12	October 2012	10/01/12 - 10/26/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C25C26

Payment Terms 30 Days

<u>Agency Commission</u>	<b>\$924.75</b>
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<u>Net Amount Due</u>	<b>\$5,240.25</b>
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## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585515-1	10/28/12	October 2012	10/01/12 - 10/26/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C23C24

Billing Address

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
10/23/12 - 10/26/12	585515	09850996

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046	SPEN	ORDR

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/24/12	10/24/12	M-F 9-10a	9-10a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 9-10a 9-10a :00 \$200.00 NM Credited									
2	10/24/12	10/24/12	M-F 9-10a	9-10a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 9-10a 9-10a :00 \$200.00 NM Credited									
3	10/24/12	10/24/12	M-F 12-1p	12-1p	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 12-1p 12-1p :00 \$200.00 NM Credited									
4	10/24/12	10/24/12	M-F 12-1p	12-1p	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 12-1p 12-1p :00 \$200.00 NM Credited									
5	10/24/12	10/24/12	M-F 3-4p	3-4p	--W----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 3-4p 3-4p :00 \$100.00 NM Credited									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585515-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C23C24	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/24/12	10/24/12	M-F 3-4p	3-4p	--W----	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 3-4p	3-4p	:00		\$250.00	NM
	Credited								
7	10/24/12	10/24/12	M-F 5-530a	5-530a	--W----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 5-530a	5-530a	:00		\$200.00	NM
	Credited								
8	10/24/12	10/24/12	M-F 530-6a	530-6a	--W----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 530-6a	530-6a	:00		\$200.00	NM
	Credited								
9	10/24/12	10/24/12	M-F 7-9a	7-9a	--W----	:30	1	\$375.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 7-9a	7-9a	:00		\$375.00	NM
	Credited								
10	10/24/12	10/24/12	M-F 5-6p	5-6p	--W----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 5-6p	5-6p	:00		\$400.00	NM
	Credited								
11	10/24/12	10/24/12	M-F 5-6p	5-6p	--W----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 5-6p	5-6p	:00		\$400.00	NM
	Credited								
12	10/24/12	10/24/12	M-F 10-1030p	10-1030p	--W----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	--W----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/24/12		M-F 10-1030p	10-1030p	:00		\$800.00	NM
	Credited								

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585515-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C23C24	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/24/12	10/24/12	M-F 1030-1102p	1030-1102p	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 1030-1102p 1030-1102p :00 \$400.00 NM Credited									
14	10/24/12	10/24/12	M-F 6-7a	6-7a	--W----	:30	2	\$600.00	NM
In 15 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 2 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 6-7a 6-7a :00 \$600.00 NM Credited 2 4 W 10/24/12 M-F 6-7a 6-7a :00 \$600.00 NM Credited									
15	10/24/12	10/24/12	M-F 7-9a	7-9a	--W----	:30	2	\$375.00	NM
In 16 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 2 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 7-9a 7-9a :00 \$375.00 NM Credited 2 4 W 10/24/12 M-F 7-9a 7-9a :00 \$375.00 NM Credited									
16	10/24/12	10/24/12	M-F 4-5p	4-5p	--W----	:30	1	\$250.00	NM
In 17 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --W---- 1 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/24/12 M-F 4-5p 4-5p :00 \$250.00 NM Credited									
17	10/25/12	10/25/12	World Series on FOX	6p-CC	---T---	:30	1	\$1,900.00	NM
In 18 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---T--- 1 \$1,900.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/25/12 10:20 PM World Series on FOX 6p-CC :30 DSTV102301DMM \$1,900.00 NM									
18	10/26/12	10/26/12	M-F 430-5a News	430-5a	----F--	:30	1	\$100.00	NM
In 19 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/26/12 4:45 AM M-F 430-5a News 430-5a :30 DSTV102301DMM \$100.00 NM									
19	10/26/12	10/26/12	M-F 12-1p	12-1p	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/26/12 12:24 PM M-F 12-1p 12-1p :30 DSTV102301DMM \$200.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
585515-1	10/28/12	October 2012	10/01/12 - 10/26/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov		SPENCE FOR MO GOV	C23C24

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
20	10/26/12	10/26/12	M-F 630-7p	630-7p	----F--	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 6:37 PM M-F 630-7p 630-7p :30 DSTV102301DMM \$2,200.00 NM									
21	10/26/12	10/26/12	M-F 9-10p	9-10p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 9:25 PM M-F 9-10p 9-10p :30 DSTV102301DMM \$800.00 NM									
22	10/26/12	10/26/12	M-F 10-1030p	10-1030p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 10:24 PM M-F 10-1030p 10-1030p :30 DSTV102301DMM \$800.00 NM									
23	10/26/12	10/26/12	M-F 1132p-1202a	M-F 1132p-1202a	----F--	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/26/12 11:57 PM M-F 1132p-1202a M-F 1132p-1202a :30 DSTV102301DMM \$125.00 NM									

Total Spots 7 Gross Total \$6,125.00

## Payment Terms 30 Days

Agency Commission \$918.75

Net Amount Due \$5,206.25



## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Billing Address:

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08

Flight Dates	Order #	Alt Order #
10/02/12 - 10/08/12	579972	09833348

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

IDB #	Advertiser Code	Product Code
1046	SPEN	ORDR

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																								
2	10/03/12	10/03/12	M-F 9-10a	9-10a	--W----	:30	1	\$200.00	NM																																								
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/01/12</td><td>10/07/12</td><td>--W----</td><td>1</td><td>\$200.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>W</td><td>10/03/12</td><td>9:36 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DSTV092601DMM</td><td>\$200.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/01/12	10/07/12	--W----	1	\$200.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	W	10/03/12	9:36 AM	M-F 9-10a	9-10a	:30	DSTV092601DMM	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/01/12	10/07/12	--W----	1	\$200.00																																												
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1 4	W	10/03/12	9:36 AM	M-F 9-10a	9-10a	:30	DSTV092601DMM	\$200.00	NM																																								
3	10/04/12	10/04/12	M-F 9-10a	9-10a	---T---	:30	1	\$200.00	NM																																								
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/01/12	10/07/12	---T---	1	\$200.00																																												
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1 4	Th	10/04/12	9:25 AM	M-F 9-10a	9-10a	:30	DSTV092601DMM	\$200.00	NM																																								
4	10/05/12	10/05/12	M-F 9-10a	9-10a	----F--	:30	1	\$200.00	NM																																								
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/01/12	10/07/12	----F--	1	\$200.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	F	10/05/12	9:16 AM	M-F 9-10a	9-10a	:30	DSTV100201DMM	\$200.00	NM																																								
5	10/08/12	10/08/12	M-F 9-10a	9-10a	M-----	:30	1	\$200.00	NM																																								
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/08/12	10/14/12	M-----	1	\$200.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	M	10/08/12	9:56 AM	M-F 9-10a	9-10a	:30	DSTV100201DMM	\$200.00	NM																																								
7	10/03/12	10/03/12	M-F 12-1p	12-1p	--W----	:30	1	\$200.00	NM																																								
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																												
	10/01/12	10/07/12	--W----	1	\$200.00																																												
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																								
1 4	W	10/03/12	12:09 PM	M-F 12-1p	12-1p	:30	DSTV092601DMM	\$200.00	NM																																								

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	10/04/12	10/04/12	M-F 12-1p	12-1p	---T---	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---T---	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/04/12	12:24 PM	M-F 12-1p	12-1p	:30	DSTV092601DMM	\$200.00	NM
9	10/05/12	10/05/12	M-F 12-1p	12-1p	----F--	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/05/12	12:22 PM	M-F 12-1p	12-1p	:30	DSTV092601DMM	\$200.00	NM
10	10/08/12	10/08/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	12:29 PM	M-F 12-1p	12-1p	:30	DSTV100201DMM	\$200.00	NM
12	10/03/12	10/03/12	M-F 4-5p	4-5p	--W----	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--W----	1	\$250.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/03/12	4:29 PM	M-F 4-5p	4-5p	:30	DSTV092601DMM	\$250.00	NM
13	10/04/12	10/04/12	M-F 4-5p	4-5p	---T---	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---T---	1	\$250.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/04/12	4:41 PM	M-F 4-5p	4-5p	:30	DSTV092601DMM	\$250.00	NM
14	10/05/12	10/05/12	M-F 4-5p	4-5p	----F--	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$250.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/05/12	4:42 PM	M-F 4-5p	4-5p	:30	DSTV100201DMM	\$250.00	NM
15	10/08/12	10/08/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$250.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	4:50 PM	M-F 4-5p	4-5p	:30	DSTV100201DMM	\$250.00	NM
16	10/07/12	10/07/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	10/07/12	7:25 AM	Su 7-9a	Su 7-9a	:30	DSTV100201DMM	\$200.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov		SPENCE FOR MO GOV	C02C08

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/06/12	10/06/12	Sa 7-9a	Sa 7-9a	-----S-	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S- 2 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 Sa 10/06/12 7:08 AM Sa 7-9a Sa 7-9a :30 DSTV100201DMM \$300.00 NM 1 4 Sa 10/06/12 8:59 AM Sa 7-9a Sa 7-9a :30 DSTV100201DMM \$300.00 NM									
19	10/03/12	10/03/12	M-F 7-9a	7-9a	--W----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --W---- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/03/12 8:55 AM M-F 7-9a 7-9a :30 DSTV092601DMM \$375.00 NM									
20	10/04/12	10/04/12	M-F 7-9a	7-9a	---T---	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/04/12 8:37 AM M-F 7-9a 7-9a :30 DSTV092601DMM \$375.00 NM									
21	10/05/12	10/05/12	M-F 7-9a	7-9a	----F--	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/05/12 7:54 AM M-F 7-9a 7-9a :30 DSTV092601DMM \$375.00 NM									
22	10/08/12	10/08/12	M-F 7-9a	7-9a	M-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/08/12 8:37 AM M-F 7-9a 7-9a :30 DSTV100201DMM \$375.00 NM									
23	10/07/12	10/07/12	FOX News Sunday	9a-10a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 10/07/12 9:45 AM FOX News Sunday 9a-10a :30 DSTV100201DMM \$200.00 NM									
25	10/03/12	10/03/12	M-F 530-6a	530-6a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/03/12 5:44 AM M-F 530-6a 530-6a :30 DSTV092601DMM \$200.00 NM									
26	10/04/12	10/04/12	M-F 530-6a	530-6a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/04/12 5:53 AM M-F 530-6a 530-6a :30 DSTV092601DMM \$200.00 NM									

## INVOICE

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	10/05/12	10/05/12	M-F 530-6a	530-6a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/05/12 5:52 AM M-F 530-6a 530-6a :30 DSTV092601DMM \$200.00 NM									
28	10/08/12	10/08/12	M-F 530-6a	530-6a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/08/12 5:51 AM M-F 530-6a 530-6a :30 DSTV100201DMM \$200.00 NM									
30	10/03/12	10/03/12	M-F 5-530a	5-530a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/03/12 5:11 AM M-F 5-530a 5-530a :30 DSTV092601DMM \$200.00 NM									
31	10/04/12	10/04/12	M-F 5-530a	5-530a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/04/12 5:15 AM M-F 5-530a 5-530a :30 DSTV092601DMM \$200.00 NM									
32	10/05/12	10/05/12	M-F 5-530a	5-530a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 10/05/12 5:07 AM M-F 5-530a 5-530a :30 DSTV100201DMM \$200.00 NM									
33	10/08/12	10/08/12	M-F 5-530a	5-530a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/08/12 5:25 AM M-F 5-530a 5-530a :30 DSTV100201DMM \$200.00 NM									
35	10/03/12	10/03/12	M-F 6-7a	6-7a	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --W---- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/03/12 6:25 AM M-F 6-7a 6-7a :30 DSTV092601DMM \$400.00 NM									
36	10/04/12	10/04/12	M-F 6-7a	6-7a	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/04/12 6:57 AM M-F 6-7a 6-7a :30 DSTV092601DMM \$400.00 NM									

## INVOICE



Send Payment To:  
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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
37	10/05/12	10/05/12	M-F 6-7a	6-7a	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/05/12 6:07 AM M-F 6-7a 6-7a :30 DSTV100201DMM \$400.00 NM									
38	10/08/12	10/08/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 6:23 AM M-F 6-7a 6-7a :30 DSTV100201DMM \$400.00 NM									
40	10/03/12	10/03/12	530-6p	530-6p	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 --W---- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/03/12 5:44 PM 530-6p 530-6p :30 DSTV092601DMM \$400.00 NM									
41	10/04/12	10/04/12	530-6p	530-6p	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/04/12 5:42 PM 530-6p 530-6p :30 DSTV092601DMM \$400.00 NM									
42	10/05/12	10/05/12	530-6p	530-6p	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/05/12 5:36 PM 530-6p 530-6p :30 DSTV092601DMM \$400.00 NM									
43	10/08/12	10/08/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/08/12 5:54 PM 530-6p 530-6p :30 DSTV100201DMM \$400.00 NM									
45	10/04/12	10/04/12	M-F 6-630p	6-630p	---T---	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ---T--- 1 \$540.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 10/04/12 6:15 PM M-F 6-630p 6-630p :30 DSTV092601DMM \$540.00 NM									
46	10/05/12	10/05/12	M-F 6-630p	6-630p	----F--	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/01/12 10/07/12 ----F-- 1 \$540.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 10/05/12 6:23 PM M-F 6-630p 6-630p :30 DSTV100201DMM \$540.00 NM									

Send Payment To:

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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12

  

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08

We warrant that the actual broadcast information shown on this invoice was taken from the program log. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales contract with this station, whether verbal or written.

## INVOICE



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**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
59	10/04/12	10/04/12	M-F 630-7p	630-7p	---T---	:30	1	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---T---	1	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/04/12	6:42 PM	M-F 630-7p	630-7p	:30	DSTV092601DMM	\$2,200.00	NM
60	10/05/12	10/05/12	M-F 630-7p	630-7p	----F--	:30	1	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	----F--	1	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	10/05/12	6:47 PM	M-F 630-7p	630-7p	:30	DSTV092601DMM	\$2,200.00	NM
61	10/08/12	10/08/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$2,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	6:36 PM	M-F 630-7p	630-7p	:30	DSTV100201DMM	\$2,200.00	NM
62	10/04/12	10/04/12	FOX X Factor	7-9p	---T---	:30	1	\$1,400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	---T---	1	\$1,400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/04/12	6:58 PM	FOX X Factor	7-9p	:30	DSTV092601DMM	\$1,400.00	NM
63	10/03/12	10/03/12	FOX X Factor	7-9p	--W----	:30	1	\$1,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	--W----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/03/12	7:22 PM	FOX X Factor	7-9p	:30	DSTV092601DMM	\$1,800.00	NM
64	10/08/12	10/08/12	FOX Prime Monday 8-9p	8p-9p	M-----	:30	1	\$1,200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$1,200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	8:20 PM	FOX Prime Monday 8-9p	8p-9p	:30	DSTV100201DMM	\$1,200.00	NM
66	10/08/12	10/08/12	M-F 9-10a	9-10a	M-----	:30	1	\$200.00	NM
In 1									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	9:34 AM	M-F 9-10a	9-10a	:30	DSTV100201DMM	\$200.00	NM
67	10/08/12	10/08/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
In 6									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	12:09 PM	M-F 12-1p	12-1p	:30	DSTV100201DMM	\$200.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
68	10/08/12	10/08/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
In 11									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	4:29 PM	M-F 4-5p	4-5p	:30	DSTV100201DMM	\$250.00	NM
69	10/08/12	10/08/12	M-F 7-9a	7-9a	M-----	:30	1	\$375.00	NM
In 18									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$375.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	7:55 AM	M-F 7-9a	7-9a	:30	DSTV100201DMM	\$375.00	NM
70	10/08/12	10/08/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
In 34									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	6:51 AM	M-F 6-7a	6-7a	:30	DSTV100201DMM	\$400.00	NM
71	10/08/12	10/08/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
In 44									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$540.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	6:23 PM	M-F 6-630p	6-630p	:30	DSTV100201DMM	\$540.00	NM
72	10/08/12	10/08/12	930-10p	930-10p	M-----	:30	1	\$800.00	NM
In 49									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	9:57 PM	930-10p	930-10p	:30	DSTV100201DMM	\$800.00	NM
73	10/08/12	10/08/12	930-10p	930-10p	M-----	:30	1	\$800.00	NM
In 50									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	9:40 PM	930-10p	930-10p	:30	DSTV100201DMM	\$800.00	NM
74	10/06/12	10/06/12	College Football Late	6p-cc	-----S-	:30	2	\$750.00	NM
In 65									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/01/12	10/07/12	-----S-	2	\$750.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	10/06/12	8:07 PM	College Football Late	6p-cc	:30	DSTV100201DMM	\$750.00	NM
2 4	Sa	10/06/12	9:44 PM	College Football Late	6p-cc	:30	DSTV100201DMM	\$750.00	NM
75	10/08/12	10/08/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,200.00	NM
In 57									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$2,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/08/12	6:52 PM	M-F 630-7p	630-7p	:30	DSTV100201DMM	\$2,200.00	NM

Total Spots

62

Gross Total

\$35,585.00



**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
579972-1	10/14/12	October 2012	10/01/12 - 10/08/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C02C08

**Payment Terms 30 Days**

<u>Agency Commission</u>	<b>\$5,337.75</b>
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<u>Net Amount Due</u>	<b>\$30,247.25</b>
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## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15

Billing Address:

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	581694	09837530

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/12/12	M-F 9-10a	9-10a	--WTF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
2 4 Th 10/11/12 9:17 AM M-F 9-10a 9-10a :30 DSTV100901DMM \$200.00 NM									
3 4 Th 10/11/12 9:42 AM M-F 9-10a 9-10a :30 DSTV100901DMM \$200.00 NM									
1 4 F 10/12/12 9:24 AM M-F 9-10a 9-10a :30 DSTV100901DMM \$200.00 NM									
4 4 F 10/12/12 9:54 AM M-F 9-10a 9-10a :30 DSTV100901DMM \$200.00 NM									
2	10/15/12	10/15/12	M-F 9-10a	9-10a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 10/15/12 9:10 AM M-F 9-10a 9-10a :30 DSTV100901DMM \$200.00 NM									
3	10/09/12	10/12/12	M-F 10-11a	10-11a	--WTF--	:30	4	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 W 10/10/12 10:37 AM M-F 10-11a 10-11a :30 DSTV100901DMM \$100.00 NM									
4 4 Th 10/11/12 10:50 AM M-F 10-11a 10-11a :30 DSTV100901DMM \$100.00 NM									
3 4 F 10/12/12 10:30 AM M-F 10-11a 10-11a :30 DSTV100901DMM \$100.00 NM									
2 4 F 10/12/12 10:55 AM M-F 10-11a 10-11a :30 DSTV100901DMM \$100.00 NM									
4	10/15/12	10/15/12	M-F 10-11a	10-11a	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 4 M 10/15/12 10:56 AM M-F 10-11a 10-11a :30 DSTV100901DMM \$100.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/09/12	10/12/12	M-F 11a-12p	11a-12p	--WTF--	:30	4	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--WTF--	4	\$100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
4 4	Th	10/11/12	11:20 AM	M-F 11a-12p	11a-12p	:30	DSTV100901DMM	\$100.00	NM
1 4	Th	10/11/12	11:51 AM	M-F 11a-12p	11a-12p	:30	DSTV100901DMM	\$100.00	NM
2 4	F	10/12/12	11:21 AM	M-F 11a-12p	11a-12p	:30	DSTV100901DMM	\$100.00	NM
3 4	F	10/12/12	11:45 AM	M-F 11a-12p	11a-12p	:30	DSTV100901DMM	\$100.00	NM
6	10/15/12	10/15/12	M-F 11a-12p	11a-12p	M-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/15/12	11:29 AM	M-F 11a-12p	11a-12p	:30	DSTV100901DMM	\$100.00	NM
7	10/09/12	10/12/12	M-F 12-1p	12-1p	--WTF--	:30	4	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--WTF--	4	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	10/11/12	12:08 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
2 4	Th	10/11/12	12:39 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
4 4	F	10/12/12	12:13 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
3 4	F	10/12/12	12:37 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
8	10/15/12	10/15/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$200.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/15/12	12:59 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
9	10/09/12	10/12/12	M-F 3-4p	3-4p	--WTF--	:30	4	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--WTF--	4	\$100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	Th	10/11/12	3:26 PM	M-F 3-4p	3-4p	:30	DSTV100901DMM	\$100.00	NM
4 4	Th	10/11/12	3:48 PM	M-F 3-4p	3-4p	:30	DSTV100901DMM	\$100.00	NM
3 4	F	10/12/12	3:25 PM	M-F 3-4p	3-4p	:30	DSTV100901DMM	\$100.00	NM
1 4	F	10/12/12	3:56 PM	M-F 3-4p	3-4p	:30	DSTV100901DMM	\$100.00	NM
10	10/15/12	10/15/12	M-F 3-4p	3-4p	M-----	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/15/12	3:28 PM	M-F 3-4p	3-4p	:30	DSTV100901DMM	\$100.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/09/12	10/12/12	M-F 4-5p	4-5p	--WTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 W 10/10/12 4:11 PM M-F 4-5p 4-5p :30 DSTV100901DMM \$250.00 NM 2 4 W 10/10/12 4:25 PM M-F 4-5p 4-5p :30 DSTV100901DMM \$250.00 NM 4 4 Th 10/11/12 4:26 PM M-F 4-5p 4-5p :30 DSTV100901DMM \$250.00 NM 1 4 F 10/12/12 4:40 PM M-F 4-5p 4-5p :30 DSTV100901DMM \$250.00 NM									
12	10/15/12	10/15/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 4:29 PM M-F 4-5p 4-5p :30 DSTV100901DMM \$250.00 NM									
13	10/09/12	10/12/12	M-F 5-530a	5-530a	--WTF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 4 W 10/10/12 5:23 AM M-F 5-530a 5-530a :30 DSTV100901DMM \$200.00 NM 3 4 Th 10/11/12 5:09 AM M-F 5-530a 5-530a :30 DSTV100901DMM \$200.00 NM 2 4 F 10/12/12 5:08 AM M-F 5-530a 5-530a :30 DSTV100901DMM \$200.00 NM 1 4 F 10/12/12 5:24 AM M-F 5-530a 5-530a :30 DSTV100901DMM \$200.00 NM									
14	10/15/12	10/15/12	M-F 5-530a	5-530a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 5:05 AM M-F 5-530a 5-530a :30 DSTV100901DMM \$200.00 NM									
15	10/09/12	10/12/12	M-F 530-6a	530-6a	--WTF--	:30	4	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 W 10/10/12 5:45 AM M-F 530-6a 530-6a :30 DSTV100901DMM \$200.00 NM 3 4 Th 10/11/12 5:37 AM M-F 530-6a 530-6a :30 DSTV100901DMM \$200.00 NM 1 4 Th 10/11/12 5:53 AM M-F 530-6a 530-6a :30 DSTV100901DMM \$200.00 NM 4 4 F 10/12/12 5:54 AM M-F 530-6a 530-6a :30 DSTV100901DMM \$200.00 NM									
16	10/15/12	10/15/12	M-F 530-6a	530-6a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 5:35 AM M-F 530-6a 530-6a :30 DSTV100901DMM \$200.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/09/12	10/12/12	M-F 6-7a	6-7a	--WTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 4 W 10/10/12 6:08 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM 2 4 W 10/10/12 6:57 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM 3 4 Th 10/11/12 6:15 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM 1 4 Th 10/11/12 6:43 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM									
18	10/15/12	10/15/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 6:13 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM									
19	10/09/12	10/12/12	M-F 7-9a	7-9a	--WTF--	:30	8	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 8 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 W 10/10/12 7:45 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 5 4 W 10/10/12 8:25 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 1 4 W 10/10/12 8:59 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 7 4 Th 10/11/12 7:25 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 3 4 Th 10/11/12 7:51 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 4 4 Th 10/11/12 8:46 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 8 4 F 10/12/12 8:30 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 6 4 F 10/12/12 8:53 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM									
20	10/15/12	10/15/12	M-F 7-9a	7-9a	M-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 2 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 8:01 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM 2 4 M 10/15/12 8:37 AM M-F 7-9a 7-9a :30 DSTV100901DMM \$375.00 NM									
21	10/13/12	10/13/12	Sa 7-9a	Sa 7-9a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/13/12 8:09 AM Sa 7-9a Sa 7-9a :30 DSTV100901DMM \$300.00 NM									
22	10/14/12	10/14/12	Su 7-9a	Su 7-9a	-----S	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 2 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 Su 10/14/12 7:09 AM Su 7-9a Su 7-9a :30 DSTV100901DMM \$200.00 NM 1 4 Su 10/14/12 7:59 AM Su 7-9a Su 7-9a :30 DSTV100901DMM \$200.00 NM									

## INVOICE



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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	10/14/12	10/14/12	FOX News Sunday	9a-10a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 10/14/12 9:32 AM FOX News Sunday 9a-10a :30 DSTV100901DMM \$200.00 NM									
24	10/09/12	10/12/12	5-530p	5-530p	--WTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/10/12 5:08 PM 5-530p 5-530p :30 DSTV100901DMM \$400.00 NM 2 4 W 10/10/12 5:24 PM 5-530p 5-530p :30 DSTV100901DMM \$400.00 NM 4 4 Th 10/11/12 5:12 PM 5-530p 5-530p :30 DSTV100901DMM \$400.00 NM 3 4 F 10/12/12 5:18 PM 5-530p 5-530p :30 DSTV100901DMM \$400.00 NM									
25	10/15/12	10/15/12	5-530p	5-530p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 5:24 PM 5-530p 5-530p :30 DSTV100901DMM \$400.00 NM									
26	10/09/12	10/12/12	530-6p	530-6p	--WTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/10/12 5:44 PM 530-6p 530-6p :30 DSTV100901DMM \$400.00 NM 3 4 Th 10/11/12 5:41 PM 530-6p 530-6p :30 DSTV100901DMM \$400.00 NM 4 4 F 10/12/12 5:39 PM 530-6p 530-6p :30 DSTV100901DMM \$400.00 NM 2 4 F 10/12/12 5:53 PM 530-6p 530-6p :30 DSTV100901DMM \$400.00 NM									
27	10/15/12	10/15/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 5:52 PM 530-6p 530-6p :30 DSTV100901DMM \$400.00 NM									
28	10/09/12	10/12/12	M-F 6-630p	6-630p	--WTF--	:30	4	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$540.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 W 10/10/12 6:13 PM M-F 6-630p 6-630p :30 DSTV100901DMM \$540.00 NM 1 4 W 10/10/12 6:28 PM M-F 6-630p 6-630p :30 DSTV100901DMM \$540.00 NM 3 4 Th 10/11/12 6:08 PM M-F 6-630p 6-630p :30 DSTV100901DMM \$540.00 NM 4 4 F 10/12/12 6:08 PM M-F 6-630p 6-630p :30 DSTV100901DMM \$540.00 NM									
29	10/15/12	10/15/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$540.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 6:22 PM M-F 6-630p 6-630p :30 DSTV100901DMM \$540.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
32	10/09/12	10/12/12	M-F 1102p-1132p	M-F 1102p-1132p	--WTF--	:30	4	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 4 W 10/10/12 11:27 PM M-F 1102p-1132p M-F 1102p-1132p :30 DSTV100901DMM \$125.00 NM 3 4 Th 10/11/12 11:22 PM M-F 1102p-1132p M-F 1102p-1132p :30 DSTV100901DMM \$125.00 NM 1 4 Th 10/11/12 11:31 PM M-F 1102p-1132p M-F 1102p-1132p :30 DSTV100901DMM \$125.00 NM 4 4 F 10/12/12 11:31 PM M-F 1102p-1132p M-F 1102p-1132p :30 DSTV100901DMM \$125.00 NM									
33	10/15/12	10/15/12	M-F 1102p-1132p	M-F 1102p-1132p	M-----	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 M-F 1102p-1132p M-F 1102p-1132p :00 <del>\$125.00</del> NM Credited									
34	10/13/12	10/13/12	Sa 1030-1130p	1030-1130p	-----S-	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Sa 10/13/12 11:12 PM Sa 1030-1130p 1030-1130p :30 DSTV100901DMM \$100.00 NM									
35	10/14/12	10/14/12	Su 1102-1132p	1102-1132p	-----S	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 10/14/12 12:06 AM Su 1102-1132p 1102-1132p :30 DSTV100901DMM \$100.00 NM *									
36	10/09/12	10/12/12	9-930p	9-930p	--WTF--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 4 W 10/10/12 9:08 PM 9-930p 9-930p :30 DSTV100901DMM \$800.00 NM 2 4 W 10/10/12 9:23 PM 9-930p 9-930p :30 DSTV100901DMM \$800.00 NM 1 4 F 10/12/12 9:09 PM 9-930p 9-930p :30 DSTV100901DMM \$800.00 NM 4 4 F 10/12/12 9:27 PM 9-930p 9-930p :30 DSTV100901DMM \$800.00 NM									
37	10/15/12	10/15/12	9-930p	9-930p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 10/15/12 9-930p 9-930p :00 <del>\$800.00</del> NM Credited									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
38	10/09/12	10/12/12	930-10p	930-10p	--WTF--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 W 10/10/12 9:43 PM 930-10p 930-10p :30 DSTV100901DMM \$800.00 NM 3 4 Th 10/11/12 930-10p 930-10p :00 <del>\$800.00</del> NM Credited 4 4 F 10/12/12 9:45 PM 930-10p 930-10p :30 DSTV100901DMM \$800.00 NM 1 4 F 10/12/12 9:57 PM 930-10p 930-10p :30 DSTV100901DMM \$800.00 NM									
39	10/15/12	10/15/12	930-10p	930-10p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 930-10p 930-10p :00 <del>\$800.00</del> NM Credited									
40	10/09/12	10/12/12	M-F 10-1030p	10-1030p	--WTF--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/10/12 10:10 PM M-F 10-1030p 10-1030p :30 DSTV100901DMM \$800.00 NM 2 4 Th 10/11/12 10:13 PM M-F 10-1030p 10-1030p :30 DSTV100901DMM \$800.00 NM 4 4 Th 10/11/12 10:29 PM M-F 10-1030p 10-1030p :30 DSTV100901DMM \$800.00 NM 3 4 F 10/12/12 10:13 PM M-F 10-1030p 10-1030p :30 DSTV100901DMM \$800.00 NM									
41	10/15/12	10/15/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 M-F 10-1030p 10-1030p :00 <del>\$800.00</del> NM Credited									
42	10/09/12	10/12/12	M-F 1030-1102p	1030-1102p	--WTF--	:30	4	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 W 10/10/12 10:43 PM M-F 1030-1102p 1030-1102p :30 DSTV100901DMM \$400.00 NM 3 4 W 10/10/12 10:59 PM M-F 1030-1102p 1030-1102p :30 DSTV100901DMM \$400.00 NM 4 4 Th 10/11/12 10:55 PM M-F 1030-1102p 1030-1102p :30 DSTV100901DMM \$400.00 NM 1 4 F 10/12/12 10:38 PM M-F 1030-1102p 1030-1102p :30 DSTV100901DMM \$400.00 NM									
43	10/15/12	10/15/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 M-F 1030-1102p 1030-1102p :00 <del>\$400.00</del> NM Credited									



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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov		SPENCE FOR MO GOV	C09C15

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
44	10/14/12	10/14/12	Su 10-1030p	10-1030p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 10/14/12 11:03 PM Su 10-1030p 10-1030p :30 DSTV100901DMM \$800.00 NM *									
45	10/14/12	10/14/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 -----S 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 10/14/12 11:28 PM Su 1030-1102p 1030-1102p :30 DSTV100901DMM \$400.00 NM *									
46	10/09/12	10/12/12	M-F 630-7p	630-7p	--WTF--	:30	4	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --WTF-- 4 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 W 10/10/12 6:53 PM M-F 630-7p 630-7p :30 DSTV100901DMM \$2,200.00 NM 1 4 Th 10/11/12 6:38 PM M-F 630-7p 630-7p :30 DSTV100901DMM \$2,200.00 NM 3 4 Th 10/11/12 6:53 PM M-F 630-7p 630-7p :30 DSTV100901DMM \$2,200.00 NM 4 4 F 10/12/12 6:46 PM M-F 630-7p 630-7p :30 DSTV100901DMM \$2,200.00 NM									
47	10/15/12	10/15/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 M----- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/15/12 M-F 630-7p 630-7p :00 <del>\$2,200.00</del> NM Credited									
50	10/10/12	10/10/12	FOX X Factor	7-9p	--W----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 --W---- 1 \$1,800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/10/12 8:47 PM FOX X Factor 7-9p :30 DSTV100901DMM \$1,800.00 NM									
51	10/11/12	10/11/12	FOX X Factor	7-9p	---T---	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---T--- 1 \$1,400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 10/11/12 7:23 PM FOX X Factor 7-9p :30 DSTV100901DMM \$1,400.00 NM									
52	10/11/12	10/12/12	M-F 6-7a	6-7a	---TF--	:30	3	\$400.00	NM
In 52 Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/08/12 10/14/12 ---TF-- 3 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 3 4 Th 10/11/12 6:10 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM 1 4 Th 10/11/12 6:59 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM 2 4 F 10/12/12 6:09 AM M-F 6-7a 6-7a :30 DSTV100901DMM \$400.00 NM									

**INVOICE**

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
581694-1	10/28/12	October 2012	10/01/12 - 10/15/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR MO GOV	C09C15	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
53	10/14/12	10/14/12	Su 1132-1232a	1132-1232a	-----S	:30	1	\$50.00	NM
In 53									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$50.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	10/14/12	1:09 AM	Su 1132-1232a	1132-1232a	:30	DSTV100901DMM	\$50.00	NM
*									
55	10/15/12	10/15/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
In 56									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/15/12	12:13 PM	M-F 12-1p	12-1p	:30	DSTV100901DMM	\$200.00	NM
56	10/15/12	10/15/12	MLB Championship Serie 3p-CC		M-----	:30	2	\$1,100.00	NM
In 54									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	2	\$1,100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	10/15/12	6:40 PM	MLB Championship Series	3p-CC	:30	DSTV100901DMM	\$1,100.00	NM
1 4	M	10/15/12	10:29 PM	MLB Championship Series	3p-CC	:30	DSTV100901DMM	\$1,100.00	NM
57	10/15/12	10/15/12	MLB Championship Serie 3p-CC		M-----	:30	1	\$1,400.00	NM
In 55									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	M-----	1	\$1,400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/15/12	6:29 PM	MLB Championship Series	3p-CC	:30	DSTV100901DMM	\$1,400.00	NM

Total Spots                      **111**                      Gross Total                      **\$49,450.00**

**Payment Terms 30 Days**

Agency Commission                      **\$7,417.50**

Net Amount Due                      **\$42,032.50**

## INVOICE



WDAF  
3030 Summit St.  
Signal Hill  
Kansas City, MO 64108  
Main: (816)753-4567  
Billing:

Invoice #	Invoice Date	Invoice Month	Invoice Period
583475-2	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE 4 MO GOV	C16C22

Billing Address:

Smart Media Group LLC  
Attention: Accounts Payable  
814 King Street  
Suite 400  
Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
10/16/12 - 11/06/12	583475	09844853

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Send Payment To:

WDAF  
3600 Solutions Center  
Chicago, IL 60677-3006

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
51	11/06/12	11/06/12	M-F 7-9a	7-9a	-T-----	:30	1	\$825.00	NM
	prebooked per amy								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>	
		11/05/12	11/11/12	-T-----			1	\$825.00	
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 4	Tu	11/06/12	8:13 AM	M-F 7-9a	7-9a	:30	DSTV102301DMM	\$825.00 NM
52	11/06/12	11/06/12	M-F 430-5a News	430-5a	-T-----	:30	1	\$100.00	NM
	prebooked per amy								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>			<u>Spots/Week</u>	<u>Rate</u>	
		11/05/12	11/11/12	-T-----			1	\$100.00	
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 4	Tu	11/06/12	4:45 AM	M-F 430-5a News	430-5a	:30	DSTV102301DMM	\$100.00 NM

Total Spots 2 Gross Total \$925.00

## Payment Terms 30 Days

Agency Commission \$138.75

Net Amount Due \$786.25

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	587192	9853845

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/31/12	10/31/12	M-F 9-10a	9-10a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 9:41 AM M-F 9-10a 9-10a :30 DSTV102902DMM \$200.00 NM									
2	11/01/12	11/01/12	M-F 9-10a	9-10a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 9:48 AM M-F 9-10a 9-10a :30 DSTV102902DMM \$200.00 NM									
3	11/02/12	11/02/12	M-F 9-10a	9-10a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 9:45 AM M-F 9-10a 9-10a :30 DSTV102902DMM \$200.00 NM									
4	11/05/12	11/05/12	M-F 9-10a	9-10a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 9:48 AM M-F 9-10a 9-10a :30 DSTV102902DMM \$200.00 NM									
5	11/06/12	11/06/12	M-F 9-10a	9-10a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 11/06/12 9:50 AM M-F 9-10a 9-10a :30 DSTV102902DMM \$200.00 NM									

## INVOICE

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	



Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/31/12	10/31/12	M-F 10-11a	10-11a	--W----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 10:34 AM M-F 10-11a 10-11a :30 DSTV102902DMM \$100.00 NM									
7	11/01/12	11/01/12	M-F 10-11a	10-11a	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 10:51 AM M-F 10-11a 10-11a :30 DSTV102902DMM \$100.00 NM									
8	11/02/12	11/02/12	M-F 10-11a	10-11a	----F--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 10:52 AM M-F 10-11a 10-11a :30 DSTV102902DMM \$100.00 NM									
9	11/05/12	11/05/12	M-F 10-11a	10-11a	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 10:51 AM M-F 10-11a 10-11a :30 DSTV102902DMM \$100.00 NM									
10	11/06/12	11/06/12	M-F 10-11a	10-11a	-T-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 11/06/12 10:38 AM M-F 10-11a 10-11a :30 DSTV102902DMM \$100.00 NM									
11	10/31/12	10/31/12	M-F 11a-12p	11a-12p	--W----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 11:21 AM M-F 11a-12p 11a-12p :30 DSTV102902DMM \$100.00 NM									
12	11/01/12	11/01/12	M-F 11a-12p	11a-12p	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 11:20 AM M-F 11a-12p 11a-12p :30 DSTV102902DMM \$100.00 NM									
13	11/02/12	11/02/12	M-F 11a-12p	11a-12p	----F--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 11:52 AM M-F 11a-12p 11a-12p :30 DSTV102902DMM \$100.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	11/05/12	11/05/12	M-F 11a-12p	11a-12p	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 11:22 AM M-F 11a-12p 11a-12p :30 DSTV102902DMM \$100.00 NM									
15	11/06/12	11/06/12	M-F 11a-12p	11a-12p	-T-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 11/06/12 11:28 AM M-F 11a-12p 11a-12p :30 DSTV102902DMM \$100.00 NM									
16	10/31/12	10/31/12	M-F 12-1p	12-1p	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 12:12 PM M-F 12-1p 12-1p :30 DSTV102902DMM \$200.00 NM									
17	11/01/12	11/01/12	M-F 12-1p	12-1p	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 12:14 PM M-F 12-1p 12-1p :30 DSTV102902DMM \$200.00 NM									
18	11/02/12	11/02/12	M-F 12-1p	12-1p	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 12:39 PM M-F 12-1p 12-1p :30 DSTV102902DMM \$200.00 NM									
19	11/05/12	11/05/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 12:15 PM M-F 12-1p 12-1p :30 DSTV102902DMM \$200.00 NM									
20	10/31/12	10/31/12	M-F 3-4p	3-4p	--W----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 3:25 PM M-F 3-4p 3-4p :30 DSTV102902DMM \$100.00 NM									
21	11/01/12	11/01/12	M-F 3-4p	3-4p	---T---	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 3:49 PM M-F 3-4p 3-4p :30 DSTV102902DMM \$100.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	11/02/12	11/02/12	M-F 3-4p	3-4p	----F--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 3:29 PM M-F 3-4p 3-4p :30 DSTV102902DMM \$100.00 NM									
23	11/05/12	11/05/12	M-F 3-4p	3-4p	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 3:24 PM M-F 3-4p 3-4p :30 DSTV102902DMM \$100.00 NM									
24	10/31/12	10/31/12	M-F 4-5p	4-5p	--W----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 4:50 PM M-F 4-5p 4-5p :30 DSTV102902DMM \$250.00 NM									
25	11/01/12	11/01/12	M-F 4-5p	4-5p	---T---	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 4:29 PM M-F 4-5p 4-5p :30 DSTV102902DMM \$250.00 NM									
26	11/02/12	11/02/12	M-F 4-5p	4-5p	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 4:42 PM M-F 4-5p 4-5p :30 DSTV102902DMM \$250.00 NM									
27	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 4:23 PM M-F 4-5p 4-5p :30 DSTV102902DMM \$250.00 NM									
28	10/31/12	10/31/12	M-F 5-530a	5-530a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 5:23 AM M-F 5-530a 5-530a :30 DSTV102902DMM \$200.00 NM									
29	11/01/12	11/01/12	M-F 5-530a	5-530a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 5:23 AM M-F 5-530a 5-530a :30 DSTV102902DMM \$200.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
30	11/02/12	11/02/12	M-F 5-530a	5-530a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 5:09 AM M-F 5-530a 5-530a :30 DSTV102902DMM \$200.00 NM									
31	11/05/12	11/05/12	M-F 5-530a	5-530a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 5:08 AM M-F 5-530a 5-530a :30 DSTV102902DMM \$200.00 NM									
32	11/06/12	11/06/12	M-F 5-530a	5-530a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 11/06/12 5:15 AM M-F 5-530a 5-530a :30 DSTV102902DMM \$200.00 NM									
33	10/31/12	10/31/12	M-F 530-6a	530-6a	--W----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 5:53 AM M-F 530-6a 530-6a :30 DSTV102902DMM \$200.00 NM									
34	11/01/12	11/01/12	M-F 530-6a	530-6a	---T---	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 5:58 AM M-F 530-6a 530-6a :30 DSTV102902DMM \$200.00 NM									
35	11/02/12	11/02/12	M-F 530-6a	530-6a	----F--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 5:59 AM M-F 530-6a 530-6a :30 DSTV102902DMM \$200.00 NM									
36	11/05/12	11/05/12	M-F 530-6a	530-6a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 5:59 AM M-F 530-6a 530-6a :30 DSTV102902DMM \$200.00 NM									
37	11/06/12	11/06/12	M-F 530-6a	530-6a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 11/06/12 5:45 AM M-F 530-6a 530-6a :30 DSTV102902DMM \$200.00 NM									



## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
38	10/31/12	10/31/12	M-F 6-7a	6-7a	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 6:39 AM M-F 6-7a 6-7a :30 DSTV102902DMM \$400.00 NM									
39	11/01/12	11/01/12	M-F 6-7a	6-7a	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 6:44 AM M-F 6-7a 6-7a :30 DSTV102902DMM \$400.00 NM									
40	11/02/12	11/02/12	M-F 6-7a	6-7a	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 6:54 AM M-F 6-7a 6-7a :30 DSTV102902DMM \$400.00 NM									
41	11/05/12	11/05/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 6:24 AM M-F 6-7a 6-7a :30 DSTV102902DMM \$400.00 NM									
42	11/06/12	11/06/12	M-F 6-7a	6-7a	-T-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Tu 11/06/12 6:09 AM M-F 6-7a 6-7a :30 DSTV102902DMM \$400.00 NM									
43	10/31/12	10/31/12	M-F 7-9a	7-9a	--W----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 8:22 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM									
44	11/01/12	11/01/12	M-F 7-9a	7-9a	---T---	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 8:59 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM									
45	11/02/12	11/02/12	M-F 7-9a	7-9a	----F--	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 8:59 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
46	11/05/12	11/05/12	M-F 7-9a	7-9a	M-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 8:52 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM									
47	11/06/12	11/06/12	M-F 7-9a	7-9a	-T-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 -T----- 2 \$375.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 Tu 11/06/12 7:23 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM 1 4 Tu 11/06/12 8:44 AM M-F 7-9a 7-9a :30 DSTV102902DMM \$375.00 NM									
48	11/03/12	11/03/12	Sa 7-9a	Sa 7-9a	-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 1 \$300.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Sa 11/03/12 7:26 AM Sa 7-9a Sa 7-9a :30 DSTV102902DMM \$300.00 NM									
49	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 7:24 AM Su 7-9a Su 7-9a :30 DSTV102902DMM \$200.00 NM									
50	11/04/12	11/04/12	FOX News Sunday	9a-10a	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 8:59 AM FOX News Sunday 9a-10a :30 DSTV102902DMM \$200.00 NM									
51	10/31/12	10/31/12	5-530p	5-530p	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 5:09 PM 5-530p 5-530p :30 DSTV102902DMM \$400.00 NM									
52	11/01/12	11/01/12	5-530p	5-530p	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 5:22 PM 5-530p 5-530p :30 DSTV102902DMM \$400.00 NM									
53	11/02/12	11/02/12	5-530p	5-530p	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 5:28 PM 5-530p 5-530p :30 DSTV102902DMM \$400.00 NM									

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**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
54	11/05/12	11/05/12	5-530p	5-530p	M-----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	5:23 PM	5-530p	5-530p	:30	DSTV102902DMM	\$400.00	NM
55	10/31/12	10/31/12	530-6p	530-6p	--W----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	5:40 PM	530-6p	530-6p	:30	DSTV102902DMM	\$400.00	NM
56	11/01/12	11/01/12	530-6p	530-6p	---T---	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	5:54 PM	530-6p	530-6p	:30	DSTV102902DMM	\$400.00	NM
57	11/02/12	11/02/12	530-6p	530-6p	----F--	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	5:52 PM	530-6p	530-6p	:30	DSTV102902DMM	\$400.00	NM
58	11/05/12	11/05/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	5:39 PM	530-6p	530-6p	:30	DSTV102902DMM	\$400.00	NM
59	10/31/12	10/31/12	M-F 6-630p	6-630p	--W----	:30	1	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	6:21 PM	M-F 6-630p	6-630p	:30	DSTV102902DMM	\$540.00	NM
60	11/01/12	11/01/12	M-F 6-630p	6-630p	---T---	:30	1	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	6:08 PM	M-F 6-630p	6-630p	:30	DSTV102902DMM	\$540.00	NM
61	11/02/12	11/02/12	M-F 6-630p	6-630p	----F--	:30	1	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	6:09 PM	M-F 6-630p	6-630p	:30	DSTV102902DMM	\$540.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
62	11/05/12	11/05/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	6:28 PM	M-F 6-630p	6-630p	:30	DSTV102902DMM	\$540.00	NM
63	11/04/12	11/04/12	Su 5-6p	5-6p	-----S	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	5:54 PM	Su 5-6p	5-6p	:30	DSTV102902DMM	\$125.00	NM
64	10/31/12	10/31/12	M-F 1102p-1132p	M-F 1102p-1132p	--W----	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	11:14 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$125.00	NM
65	11/01/12	11/01/12	M-F 1102p-1132p	M-F 1102p-1132p	---T---	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---T---	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Th	11/01/12	11:31 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$125.00	NM
66	11/02/12	11/02/12	M-F 1102p-1132p	M-F 1102p-1132p	----F--	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----F--	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	F	11/02/12	11:23 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$125.00	NM
67	11/05/12	11/05/12	M-F 1102p-1132p	M-F 1102p-1132p	M-----	:30	1	\$125.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	11:32 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$125.00	NM
68	11/03/12	11/03/12	Sa 1030-1130p	1030-1130p	-----S-	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$100.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	11:23 PM	Sa 1030-1130p	1030-1130p	:30	DSTV102902DMM	\$100.00	NM
69	10/31/12	10/31/12	9-930p	9-930p	--W----	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--W----	1	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	W	10/31/12	9:15 PM	9-930p	9-930p	:30	DSTV102902DMM	\$800.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	Spence/governor		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
70	11/01/12	11/01/12	9-930p	9-930p	---T---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 9:14 PM 9-930p 9-930p :30 DSTV102902DMM \$800.00 NM									
71	11/02/12	11/02/12	9-930p	9-930p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 9:23 PM 9-930p 9-930p :30 DSTV102902DMM \$800.00 NM									
72	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 9:28 PM 9-930p 9-930p :30 DSTV102902DMM \$800.00 NM									
73	10/31/12	10/31/12	930-10p	930-10p	--W----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 9:45 PM 930-10p 930-10p :30 DSTV102902DMM \$800.00 NM									
74	11/01/12	11/01/12	930-10p	930-10p	---T---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 9:39 PM 930-10p 930-10p :30 DSTV102902DMM \$800.00 NM									
75	11/02/12	11/02/12	930-10p	930-10p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 9:40 PM 930-10p 930-10p :30 DSTV102902DMM \$800.00 NM									
76	11/05/12	11/05/12	930-10p	930-10p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 9:57 PM 930-10p 930-10p :30 DSTV102902DMM \$800.00 NM									
77	10/31/12	10/31/12	M-F 10-1030p	10-1030p	--W----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 10:10 PM M-F 10-1030p 10-1030p :30 DSTV102902DMM \$800.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
78	11/01/12	11/01/12	M-F 10-1030p	10-1030p	---T---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 10:09 PM M-F 10-1030p 10-1030p :30 DSTV102902DMM \$800.00 NM									
79	11/02/12	11/02/12	M-F 10-1030p	10-1030p	----F--	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 10:23 PM M-F 10-1030p 10-1030p :30 DSTV102902DMM \$800.00 NM									
80	11/05/12	11/05/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 10:28 PM M-F 10-1030p 10-1030p :30 DSTV102902DMM \$800.00 NM									
81	10/31/12	10/31/12	M-F 1030-1102p	1030-1102p	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 W 10/31/12 10:38 PM M-F 1030-1102p 1030-1102p :30 DSTV102902DMM \$400.00 NM									
82	11/01/12	11/01/12	M-F 1030-1102p	1030-1102p	---T---	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Th 11/01/12 10:42 PM M-F 1030-1102p 1030-1102p :30 DSTV102902DMM \$400.00 NM									
83	11/02/12	11/02/12	M-F 1030-1102p	1030-1102p	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 F 11/02/12 10:40 PM M-F 1030-1102p 1030-1102p :30 DSTV102902DMM \$400.00 NM									
84	11/05/12	11/05/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 M 11/05/12 11:00 PM M-F 1030-1102p 1030-1102p :30 DSTV102902DMM \$400.00 NM									
85	11/04/12	11/04/12	Su 10-1030p	10-1030p	-----S	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 4 Su 11/04/12 10:14 PM Su 10-1030p 10-1030p :30 DSTV102902DMM \$800.00 NM									

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**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
86	11/04/12	11/04/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 1 \$400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Su 11/04/12 10:45 PM Su 1030-1102p 1030-1102p :30 DSTV102902DMM \$400.00 NM									
87	10/31/12	10/31/12	M-F 630-7p	630-7p	--W----	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 6:42 PM M-F 630-7p 630-7p :30 DSTV102902DMM \$2,200.00 NM									
88	11/01/12	11/01/12	M-F 630-7p	630-7p	---T---	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 6:48 PM M-F 630-7p 630-7p :30 DSTV102902DMM \$2,200.00 NM									
89	11/02/12	11/02/12	M-F 630-7p	630-7p	----F--	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 6:48 PM M-F 630-7p 630-7p :30 DSTV102902DMM \$2,200.00 NM									
90	11/05/12	11/05/12	M-F 630-7p	630-7p	M-----	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 M----- 1 \$2,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 11/05/12 6:42 PM M-F 630-7p 630-7p :30 DSTV102902DMM \$2,200.00 NM									
91	10/31/12	10/31/12	FOX X Factor	7-9p	--W----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 --W---- 1 \$1,800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 W 10/31/12 7:59 PM FOX X Factor 7-9p :30 DSTV102902DMM \$1,800.00 NM									
92	11/01/12	11/01/12	FOX X Factor	7-9p	---T---	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---T--- 1 \$1,400.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Th 11/01/12 7:32 PM FOX X Factor 7-9p :30 DSTV102902DMM \$1,400.00 NM									
93	11/02/12	11/02/12	M-F 1132p-1202a	M-F 1132p-1202a	----F--	:30	1	\$125.00	NM
prebooked mg Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----F-- 1 \$125.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 F 11/02/12 12:01 AM M-F 1132p-1202a M-F 1132p-1202a :30 DSTV102902DMM \$125.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587192-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	Spence/governor	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
94	11/03/12	11/03/12	Sa 10-1030p	10-1030p	-----S-	:30	1	\$600.00	NM
	prebooked mg								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/29/12	11/04/12	-----S-	1	\$600.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 4	Sa	11/03/12	10:26 PM	Sa 10-1030p	10-1030p	:30	DSTV102902DMM	\$600.00 NM
95	11/05/12	11/05/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
	prebooked mg								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		11/05/12	11/11/12	M-----	1	\$400.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	1 4	M	11/05/12	6:54 AM	M-F 6-7a	6-7a	:30	DSTV102902DMM	\$400.00 NM
96	11/06/12	11/06/12	M-F 6-7a	6-7a	-T-----	:30	2	\$1,000.00	NM
	prebooked per john								
	<u>Weeks:</u>	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		11/05/12	11/11/12	-T-----	2	\$1,000.00			
	<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
	2 4	Tu	11/06/12	6:43 AM	M-F 6-7a	6-7a	:30	DSTV102902DMM	\$1,000.00 NM
	1 4	Tu	11/06/12	7:00 AM	M-F 6-7a	6-7a	:30	DSTV102902DMM	\$1,000.00 NM

Total Spots 98 Gross Total \$44,760.00

## Payment Terms 30 Days

Agency Commission \$6,714.00

Net Amount Due \$38,046.00



## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587966-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov		N02N06

Billing Address:

Smart Media Group LLC  
 Attention: Accounts Payable  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

Flight Dates	Order #	Alt Order #
11/03/12 - 11/06/12	587966	9854677

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/04/12	11/04/12	Su 7-9a	Su 7-9a	-----S	:30	1	\$500.00	NM
	In 8								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	8:15 AM	Su 7-9a	Su 7-9a	:30	DSTV102902DMM	\$500.00	NM
2	11/03/12	11/03/12	Sa 1030-1130p	1030-1130p	-----S-	:30	1	\$300.00	NM
	In 13								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	11:01 PM	Sa 1030-1130p	1030-1130p	:30	DSTV102902DMM	\$300.00	NM
3	11/04/12	11/04/12	Su 10-1030p	10-1030p	-----S	:30	1	\$1,800.00	NM
	In 18								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	10:28 PM	Su 10-1030p	10-1030p	:30	DSTV102902DMM	\$1,800.00	NM
4	11/04/12	11/04/12	Su 1030-1102p	1030-1102p	-----S	:30	1	\$1,000.00	NM
	In 19								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	10:57 PM	Su 1030-1102p	1030-1102p	:30	DSTV102902DMM	\$1,000.00	NM
5	11/03/12	11/03/12	1230-1p	1230-1p	-----S-	:30	1	\$800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S-	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Sa	11/03/12	12:37 PM	1230-1p	1230-1p	:30	DSTV102902DMM	\$800.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587966-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov			N02N06

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/05/12	11/06/12	M-F 9-10a	9-10a	MT-----	:30	4	\$500.00	NM
In 1									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	4	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 4	M	11/05/12	9:09 AM	M-F 9-10a	9-10a	:30	DSTV102902DMM	\$500.00	NM
1 4	M	11/05/12	9:34 AM	M-F 9-10a	9-10a	:30	DSTV102902DMM	\$500.00	NM
2 4	Tu	11/06/12	9:28 AM	M-F 9-10a	9-10a	:30	DSTV102902DMM	\$500.00	NM
4 4	Tu	11/06/12	9:58 AM	M-F 9-10a	9-10a	:30	DSTV102902DMM	\$500.00	NM
7	11/05/12	11/06/12	M-F 10-11a	10-11a	MT-----	:30	2	\$250.00	NM
In 2									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$250.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	10:33 AM	M-F 10-11a	10-11a	:30	DSTV102902DMM	\$250.00	NM
2 4	Tu	11/06/12	10:57 AM	M-F 10-11a	10-11a	:30	DSTV102902DMM	\$250.00	NM
8	11/05/12	11/06/12	M-F 11a-12p	11a-12p	MT-----	:30	2	\$200.00	NM
In 3									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	11:50 AM	M-F 11a-12p	11a-12p	:30	DSTV102902DMM	\$200.00	NM
1 4	Tu	11/06/12	11:21 AM	M-F 11a-12p	11a-12p	:30	DSTV102902DMM	\$200.00	NM
9	11/05/12	11/06/12	M-F 12-1p	12-1p	MT-----	:30	2	\$500.00	NM
In 4									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	2	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	12:28 PM	M-F 12-1p	12-1p	:30	DSTV102902DMM	\$500.00	NM
2 4	Tu	11/06/12	12:09 PM	M-F 12-1p	12-1p	:30	DSTV102902DMM	\$500.00	NM
10	11/04/12	11/04/12	FOX News Sunday	9a-10a	-----S	:30	1	\$500.00	NM
In 5									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	9:31 AM	FOX News Sunday	9a-10a	:30	DSTV102902DMM	\$500.00	NM
11	11/05/12	11/05/12	M-F 3-4p	3-4p	M-----	:30	1	\$200.00	NM
In 6									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	3:55 PM	M-F 3-4p	3-4p	:30	DSTV102902DMM	\$200.00	NM
12	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$625.00	NM
In 7									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$625.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	4:43 PM	M-F 4-5p	4-5p	:30	DSTV102902DMM	\$625.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587966-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov			N02N06

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	11/05/12	11/05/12	5-530p	5-530p	M-----	:30	1	\$1,000.00	NM
In 9									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,000.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	5:08 PM	5-530p	5-530p	:30	DSTV102902DMM	\$1,000.00	NM
14	11/05/12	11/05/12	530-6p	530-6p	M-----	:30	1	\$1,000.00	NM
In 10									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,000.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	5:54 PM	530-6p	530-6p	:30	DSTV102902DMM	\$1,000.00	NM
15	11/05/12	11/05/12	M-F 6-630p	6-630p	M-----	:30	1	\$1,440.00	NM
In 11									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,440.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	6:13 PM	M-F 6-630p	6-630p	:30	DSTV102902DMM	\$1,440.00	NM
16	11/05/12	11/05/12	M-F 1102p-1132p	M-F 1102p-1132p	M-----	:30	2	\$375.00	NM
In 12									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	2	\$375.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 4	M	11/05/12	11:12 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$375.00	NM
1 4	M	11/05/12	11:26 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102902DMM	\$375.00	NM
17	11/05/12	11/05/12	9-930p	9-930p	M-----	:30	1	\$1,800.00	NM
In 14									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	9:14 PM	9-930p	9-930p	:30	DSTV102902DMM	\$1,800.00	NM
18	11/05/12	11/05/12	930-10p	930-10p	M-----	:30	1	\$1,800.00	NM
In 15									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	9:44 PM	930-10p	930-10p	:30	DSTV102902DMM	\$1,800.00	NM
19	11/05/12	11/05/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$1,800.00	NM
In 16									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	10:14 PM	M-F 10-1030p	10-1030p	:30	DSTV102902DMM	\$1,800.00	NM
20	11/05/12	11/05/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$1,800.00	NM
In 17									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$1,800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	10:44 PM	M-F 1030-1102p	1030-1102p	:30	DSTV102902DMM	\$1,800.00	NM

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
587966-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
Spence, David/R/Mo Gov			N02N06

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	11/04/12	11/04/12	Su 1232-132a	1232-132a	-----S	:30	1	\$75.00	NM
In 22									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----S	1	\$75.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Su	11/04/12	12:48 AM	Su 1232-132a	1232-132a	:30	DSTV102902DMM	\$75.00	NM
25	11/05/12	11/05/12	M-F 1232-1a	1232-1a	M-----	:30	1	\$100.00	NM
In 23									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	M-----	1	\$100.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	11/05/12	12:56 AM	M-F 1232-1a	1232-1a	:30	DSTV102902DMM	\$100.00	NM

Total Spots                      **29**                      Gross Total                      **\$21,190.00**

## Payment Terms 30 Days

Agency Commission                      **\$3,178.50**

Net Amount Due                      **\$18,011.50**

## INVOICE



**WDAF**  
**3030 Summit St.**  
**Signal Hill**  
**Kansas City, MO 64108**  
**Main: (816)753-4567**  
**Billing:**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12

Station	Account Executive	Sales Office	Sales Region
WDAF	Dan Driscoll	Washington DC	National

Advertiser	Product	Estimate Number
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29

Billing Address:

**Smart Media Group LLC**  
**Attention: Accounts Payable**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
10/27/12 - 10/30/12	586646	09852642

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
1046	SPEN	ORDR

Agency Ref	Advertiser Ref

Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																		
1	10/29/12	10/29/12	M-F 9-10a	9-10a	M-----	:30	2	\$200.00	NM																																																		
<table> <tr> <td>Weeks:</td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>MTWTFSS</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td colspan="4"></td></tr> <tr> <td></td><td>10/29/12</td><td>11/04/12</td><td>M-----</td><td>2</td><td>\$200.00</td><td colspan="4"></td></tr> <tr> <td><u>Spots: # Ch</u></td><td><u>Day</u></td><td><u>Air Date</u></td><td><u>Air Time</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Length</u></td><td><u>Ad-ID</u></td><td><u>Rate</u></td><td><u>Type</u></td></tr> <tr> <td>1 4</td><td>M</td><td>10/29/12</td><td>9:18 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DSTV102301DMM</td><td>\$200.00</td><td>NM</td></tr> <tr> <td>2 4</td><td>M</td><td>10/29/12</td><td>9:55 AM</td><td>M-F 9-10a</td><td>9-10a</td><td>:30</td><td>DSTV102301DMM</td><td>\$200.00</td><td>NM</td></tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/29/12	11/04/12	M-----	2	\$200.00					<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>	1 4	M	10/29/12	9:18 AM	M-F 9-10a	9-10a	:30	DSTV102301DMM	\$200.00	NM	2 4	M	10/29/12	9:55 AM	M-F 9-10a	9-10a	:30	DSTV102301DMM	\$200.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	M-----	2	\$200.00																																																						
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																																		
1 4	M	10/29/12	9:18 AM	M-F 9-10a	9-10a	:30	DSTV102301DMM	\$200.00	NM																																																		
2 4	M	10/29/12	9:55 AM	M-F 9-10a	9-10a	:30	DSTV102301DMM	\$200.00	NM																																																		
2	10/29/12	10/29/12	M-F 10-11a	10-11a	M-----	:30	1	\$100.00	NM																																																		
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	M-----	1	\$100.00																																																						
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1 4	M	10/29/12	10:44 AM	M-F 10-11a	10-11a	:30	DSTV102301DMM	\$100.00	NM																																																		
3	10/29/12	10/29/12	M-F 11a-12p	11a-12p	M-----	:30	1	\$100.00	NM																																																		
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	M-----	1	\$100.00																																																						
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1 4	M	10/29/12	11:19 AM	M-F 11a-12p	11a-12p	:30	DSTV102301DMM	\$100.00	NM																																																		
4	10/29/12	10/29/12	M-F 12-1p	12-1p	M-----	:30	1	\$200.00	NM																																																		
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	M-----	1	\$200.00																																																						
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1 4	M	10/29/12	12:38 PM	M-F 12-1p	12-1p	:30	DSTV102301DMM	\$200.00	NM																																																		
5	10/29/12	10/29/12	M-F 1-2p	1-2p	M-----	:30	1	\$100.00	NM																																																		
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>																																																						
	10/29/12	11/04/12	M-----	1	\$100.00																																																						
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1 4	M	10/29/12	1:59 PM	M-F 1-2p	1-2p	:30	DSTV102301DMM	\$100.00	NM																																																		

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/29/12	10/29/12	M-F 2-3p	2-3p	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 2:59 PM M-F 2-3p 2-3p :30 DSTV102301DMM \$100.00 NM									
7	10/29/12	10/29/12	M-F 3-4p	3-4p	M-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 3:48 PM M-F 3-4p 3-4p :30 DSTV102301DMM \$100.00 NM									
8	10/30/12	10/30/12	M-F 3-4p	3-4p	-T-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$100.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 3:47 PM M-F 3-4p 3-4p :30 DSTV102301DMM \$100.00 NM									
9	10/29/12	10/29/12	M-F 4-5p	4-5p	M-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 4:12 PM M-F 4-5p 4-5p :30 DSTV102301DMM \$250.00 NM									
10	10/30/12	10/30/12	M-F 4-5p	4-5p	-T-----	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$250.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 4:29 PM M-F 4-5p 4-5p :30 DSTV102301DMM \$250.00 NM									
11	10/29/12	10/29/12	M-F 5-530a	5-530a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 5:24 AM M-F 5-530a 5-530a :30 DSTV102301DMM \$200.00 NM									
12	10/30/12	10/30/12	M-F 5-530a	5-530a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 5:24 AM M-F 5-530a 5-530a :30 DSTV102301DMM \$200.00 NM									
13	10/29/12	10/29/12	M-F 530-6a	530-6a	M-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 5:45 AM M-F 530-6a 530-6a :30 DSTV102301DMM \$200.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	10/30/12	10/30/12	M-F 530-6a	530-6a	-T-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$200.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 M-F 530-6a 530-6a :00 \$200.00 NM Credited									
15	10/29/12	10/29/12	M-F 6-7a	6-7a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 6:23 AM M-F 6-7a 6-7a :30 DSTV102301DMM \$400.00 NM									
16	10/30/12	10/30/12	M-F 6-7a	6-7a	-T-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 6:37 AM M-F 6-7a 6-7a :30 DSTV102301DMM \$400.00 NM									
17	10/29/12	10/29/12	M-F 7-9a	7-9a	M-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 2 \$375.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 7:14 AM M-F 7-9a 7-9a :30 DSTV102301DMM \$375.00 NM 2 4 M 10/29/12 8:51 AM M-F 7-9a 7-9a :30 DSTV102301DMM \$375.00 NM									
18	10/30/12	10/30/12	M-F 7-9a	7-9a	-T-----	:30	2	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 2 \$375.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 4 Tu 10/30/12 7:39 AM M-F 7-9a 7-9a :30 DSTV102301DMM \$375.00 NM 1 4 Tu 10/30/12 8:19 AM M-F 7-9a 7-9a :30 DSTV102301DMM \$375.00 NM									
19	10/29/12 In 22	10/29/12	5-530p	5-530p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 5:09 PM 5-530p 5-530p :30 DSTV102301DMM \$400.00 NM									
20	10/30/12 In 23	10/30/12	5-530p	5-530p	-T-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -T----- 1 \$400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 Tu 10/30/12 5:10 PM 5-530p 5-530p :30 DSTV102301DMM \$400.00 NM									
21	10/29/12 In 24	10/29/12	530-6p	530-6p	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 M----- 1 \$400.00 Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 4 M 10/29/12 5:45 PM 530-6p 530-6p :30 DSTV102301DMM \$400.00 NM									

## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	10/30/12	10/30/12	530-6p	530-6p	-T-----	:30	1	\$400.00	NM
In 25									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$400.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	5:38 PM	530-6p	530-6p	:30	DSTV102301DMM	\$400.00	NM
23	10/29/12	10/29/12	M-F 6-630p	6-630p	M-----	:30	1	\$540.00	NM
In 26									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	6:21 PM	M-F 6-630p	6-630p	:30	DSTV102301DMM	\$540.00	NM
24	10/30/12	10/30/12	M-F 6-630p	6-630p	-T-----	:30	1	\$540.00	NM
In 27									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$540.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	6:08 PM	M-F 6-630p	6-630p	:30	DSTV102301DMM	\$540.00	NM
25	10/29/12	10/29/12	M-F 1102p-1132p	M-F 1102p-1132p	M-----	:30	1	\$125.00	NM
In 30									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	11:27 PM	M-F 1102p-1132p	M-F 1102p-1132p	:30	DSTV102301DMM	\$125.00	NM
26	10/29/12	10/29/12	M-F 1132p-1202a	M-F 1132p-1202a	M-----	:30	1	\$125.00	NM
In 31									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$125.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	1:00 AM	M-F 1132p-1202a	M-F 1132p-1202a	:30	OTBT0069	\$125.00	NM
27	10/30/12	10/30/12	9-930p	9-930p	-T-----	:30	1	\$800.00	NM
In 36									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:29 PM	9-930p	9-930p	:30	DSTV102301DMM	\$800.00	NM
28	10/30/12	10/30/12	9-930p	9-930p	-T-----	:30	1	\$800.00	NM
In 37									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:08 PM	9-930p	9-930p	:30	DSTV102301DMM	\$800.00	NM
29	10/29/12	10/29/12	930-10p	930-10p	M-----	:30	1	\$800.00	NM
In 38									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$800.00				
<u>Spots: # Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	9:44 PM	930-10p	930-10p	:30	JQRG0056000	\$800.00	NM



## INVOICE



Send Payment To:

**WDAF**  
**3600 Solutions Center**  
**Chicago, IL 60677-3006**

Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
30	10/30/12	10/30/12	930-10p	930-10p	-T-----	:30	1	\$800.00	NM
In 39									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	9:57 PM	930-10p	930-10p	:30	DSTV102301DMM	\$800.00	NM
31	10/29/12	10/29/12	M-F 10-1030p	10-1030p	M-----	:30	1	\$800.00	NM
In 40									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	10:09 PM	M-F 10-1030p	10-1030p	:30	CDDH12M00	\$800.00	NM
32	10/30/12	10/30/12	M-F 10-1030p	10-1030p	-T-----	:30	1	\$800.00	NM
In 41									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	10:24 PM	M-F 10-1030p	10-1030p	:30	DSTV102301DMM	\$800.00	NM
33	10/29/12	10/29/12	M-F 1030-1102p	1030-1102p	M-----	:30	1	\$400.00	NM
In 42									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	10:44 PM	M-F 1030-1102p	1030-1102p	:30	DSTV102301DMM	\$400.00	NM
34	10/30/12	10/30/12	M-F 1030-1102p	1030-1102p	-T-----	:30	1	\$400.00	NM
In 43									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	10:38 PM	M-F 1030-1102p	1030-1102p	:30	DSTV102301DMM	\$400.00	NM
35	10/30/12	10/30/12	M-F 630-7p	630-7p	-T-----	:30	1	\$2,200.00	NM
In 46									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$2,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	6:37 PM	M-F 630-7p	630-7p	:30	DSTV102301DMM	\$2,200.00	NM
36	10/30/12	10/30/12	M-F 630-7p	630-7p	-T-----	:30	1	\$2,200.00	NM
In 47									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$2,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	6:53 PM	M-F 630-7p	630-7p	:30	DSTV102301DMM	\$2,200.00	NM
37	10/29/12	10/29/12	FOX Prime Monday 7-8p	7p-8p	M-----	:30	1	\$1,500.00	NM
In 50									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$1,500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	7:30 PM	FOX Prime Monday 7-8p	7p-8p	:30	DSTV102301DMM	\$1,500.00	NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
586646-1	11/11/12	November 2012	10/29/12 - 10/30/12
Advertiser	Product	Estimate Number	
Spence, David/R/Mo Gov	SPENCE FOR GOV	C27C29	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
38	10/29/12	10/29/12	FOX Prime Monday 8-9p	8p-9p	M-----	:30	1	\$1,200.00	NM
In 51									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	M-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	M	10/29/12	8:43 PM	FOX Prime Monday 8-9p	8p-9p	:30	DSTV102301DMM	\$1,200.00	NM
39	10/30/12	10/30/12	FOX Prime Tuesday 7-8p	7p-8p	-T-----	:30	1	\$1,200.00	NM
In 53									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	1	\$1,200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	7:17 PM	FOX Prime Tuesday 7-8p	7p-8p	:30	DSTV102301DMM	\$1,200.00	NM
40	10/30/12	10/30/12	FOX Prime Tuesday 8-9p	8p-9p	-T-----	:30	2	\$2,000.00	NM
In 54									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-T-----	2	\$2,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 4	Tu	10/30/12	8:17 PM	FOX Prime Tuesday 8-9p	8p-9p	:30	DSTV102301DMM	\$2,000.00	NM
2 4	Tu	10/30/12	8:49 PM	FOX Prime Tuesday 8-9p	8p-9p	:30	DSTV102301DMM	\$2,000.00	NM

Total Spots 43 Gross Total \$25,430.00

## Payment Terms 30 Days

Agency Commission \$3,814.50

Net Amount Due \$21,615.50